wisconsin architect

DECEMBER 1975

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OF
ARCHITECTS

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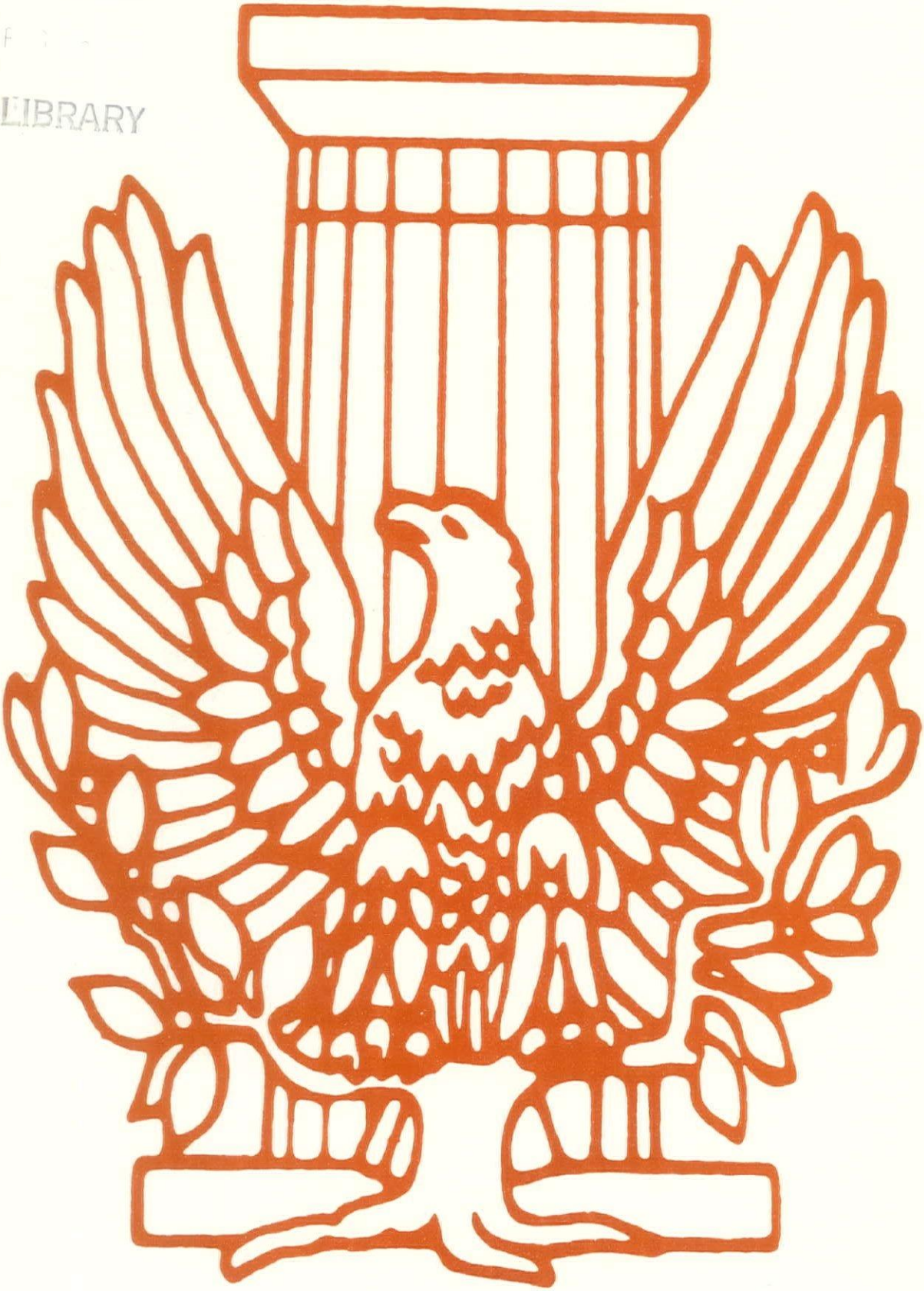

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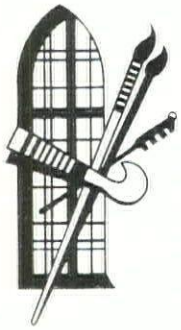

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THE PUNCH LIST

SEASON'S GREETINGS

POLICY PROPOSED AS WISCONSIN HOSTS NATIONAL HISTORIC RESOURCES COMMITTEE:

As reported last month, the National Historic Resources Committee met in Madison and Spring Green, Wisconsin. Pictures of the two day event are included in this issue of the Wisconsin Architect, as our own State Preservation Coordinator Gordon D. Orr, Jr., A.I.A., coordinated the arrangements and program for the more than 50 attendees. During their deliberations chaired by Tom Muths, AIA, a policy statement on adaptive reuse of existing buildings and communities was formulated, and is being proposed to the National AIA Board of Directors. The policy adopted consists of the following principles:

1. That new buildings erected in existing communities be designed to blend with elements of historic value or architectural merit. That the existing elements be treated as design amenities when possible.

2. Preservation of the best examples of architecture shall be a principle and those economic incentives which now make mixed-use or adaptive use impossible shall be discouraged. Tax and banking attitudes shall be revised to encourage restoration, rehabilitation and adaptive use for cultural values, design opportunities, and energy utilization.

3. Preservation, rehabilitation and adaptive use can reinforce existing communities by reutilizing deteriorating housing and reinforcing it with needed services. Reversing the decay of residential areas shall be a principle priority.

4. Urban planning shall have the redevelopment of existing amenities as a principle of dealing with older areas. Just as geographic or social features should be designed into a plan, so should the better parts of the cultural visual environment.

5. Zoning and Code restraints to preservation and adaptive use shall be eliminated where possible. Practical problems of fire protection, barrier free environment, occupancy and exit requirements shall be dealt with as needed through equivalence.

In line with the above, the Executive Committee took action at its November meeting supporting the proposed Mansion Hill Historic District in Madison. President Shutter's letter to the Madison Landmark Commission informs that body of the interest and concern of architects in Wisconsin, and the support of projects such as this:

TALIESIN EAST,

SPRING GREEN, WISCONSIN

Gentlemen:

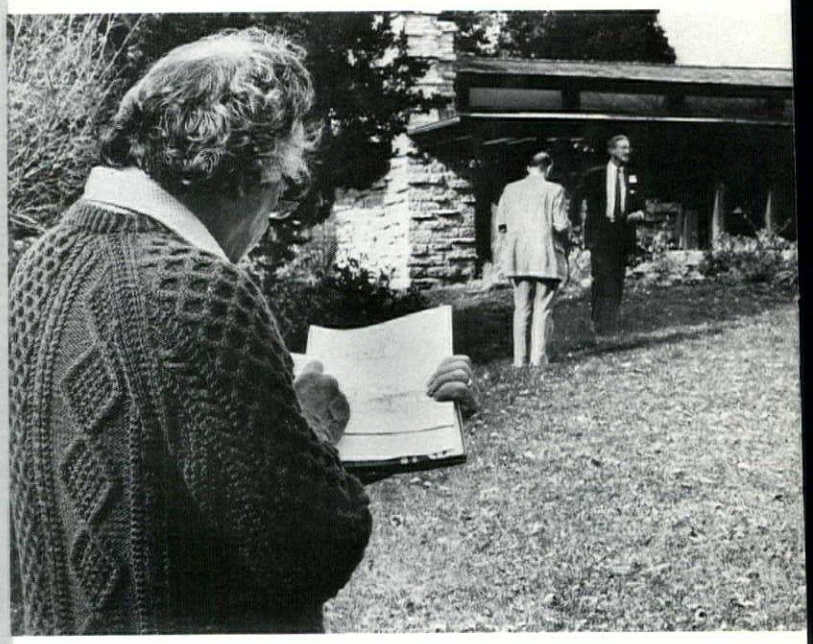
The Wisconsin Society of Architects as a matter of policy urges that those areas being communities possessing architectural and historical merit be preserved, recycled, and placed in active use within the community. Architects do respect the past. They must build upon it, learn from it, and make it a living part of our present and future. Historic Districts, as a means of retaining our cultural values, provide an effective opportunity to give new life and meaning to parts of our communities, and with proper allowance for adaptive reuse of buildings and even replacement with compatible and contemporary buildings within the guidelines of the District.

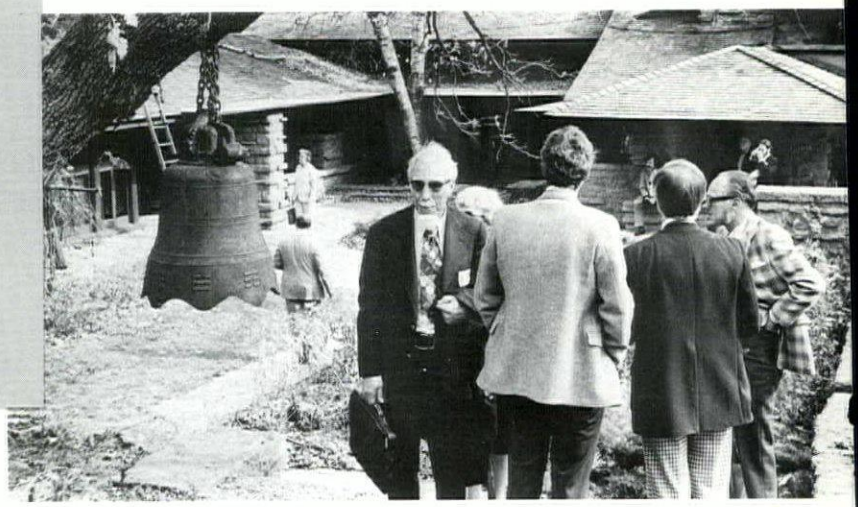
The American Institute of Architects, Committee on Historic Resources, policy statement endorsed on October 23, 1975, contains the desires and goals of the architectural profession in furthering the enrichment of our built environment through preservation and adaptive reuse.

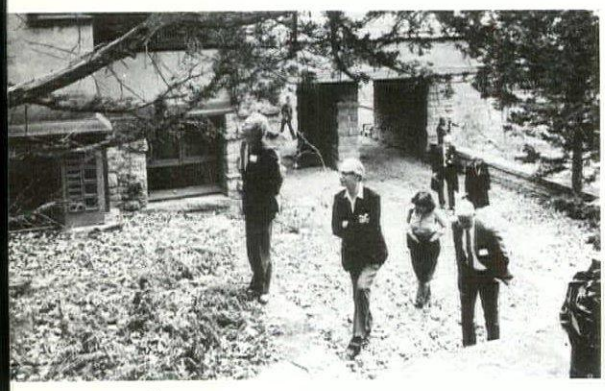
The proposed Mansion Hill Historic District is consistant with these objectives and deserves the support and endorsement of the community.

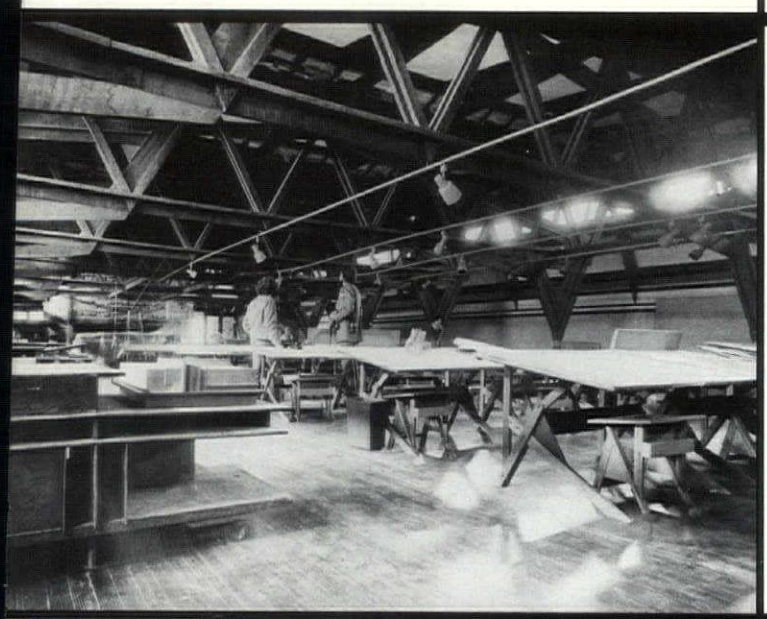
At our regular monthly meeting on November 13, 1975, the Executive Committee of the Wisconsin Society of Architects voted unanimously to fully and unequivocally support the above referred to policy statement of the American Institute of Architects Committee on Historic Resources and the proposed Mansion Hill Historic District.

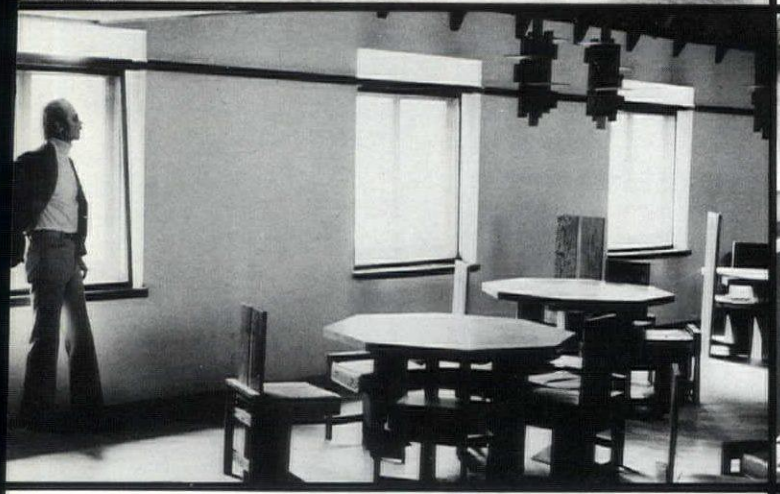
Richard C. Shutter
Wisconsin Society AIA,
President

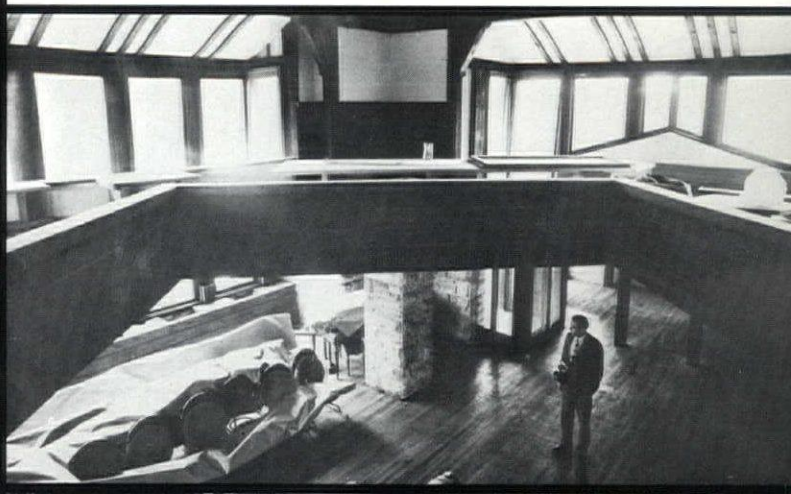












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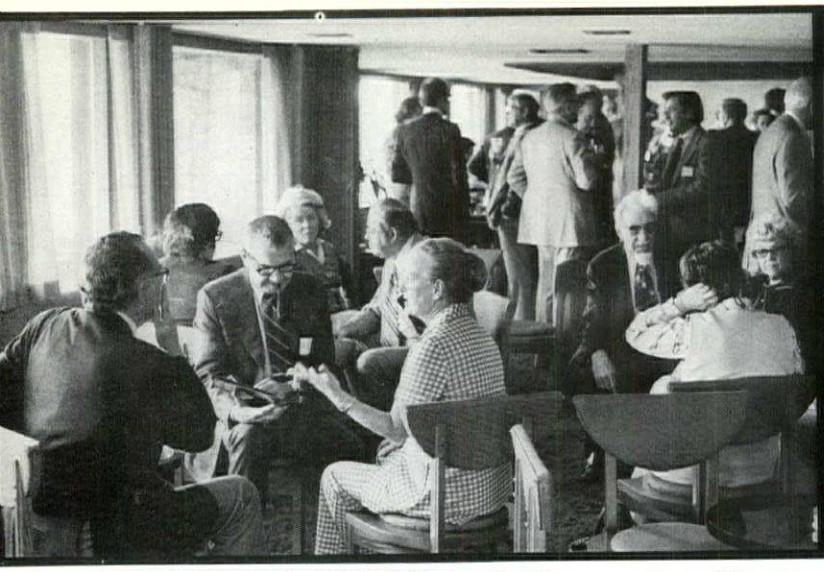
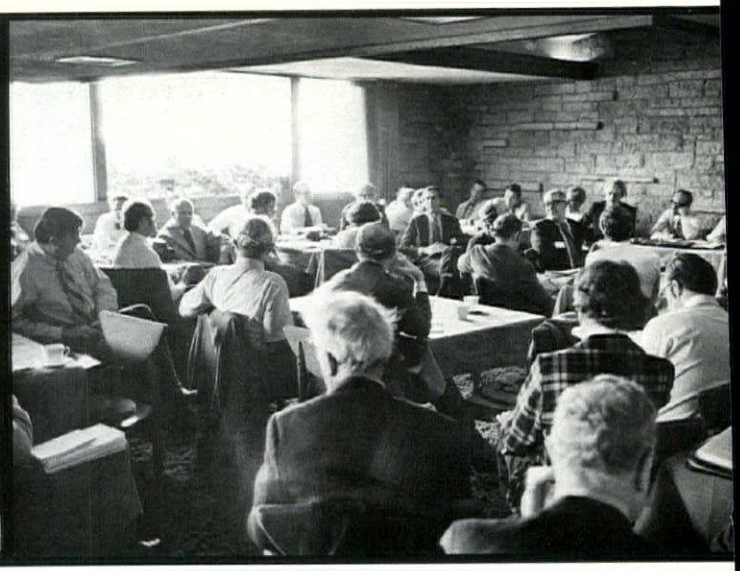
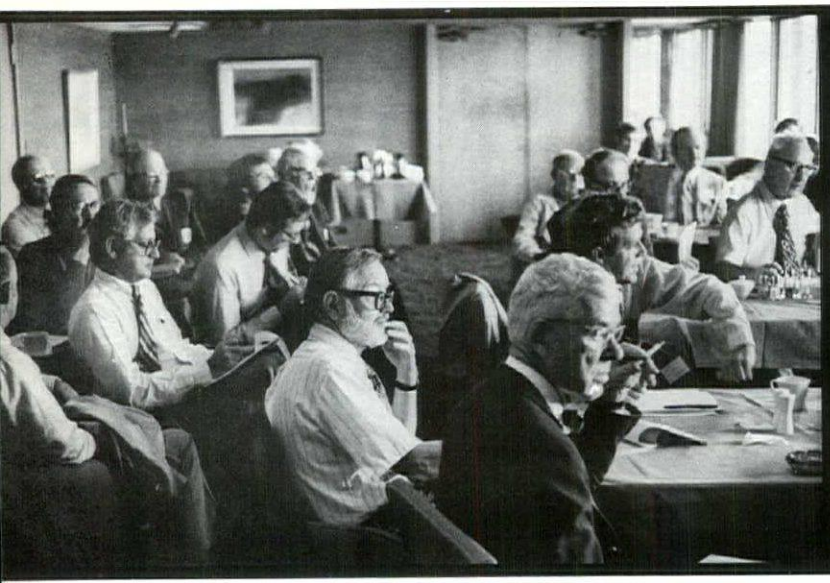
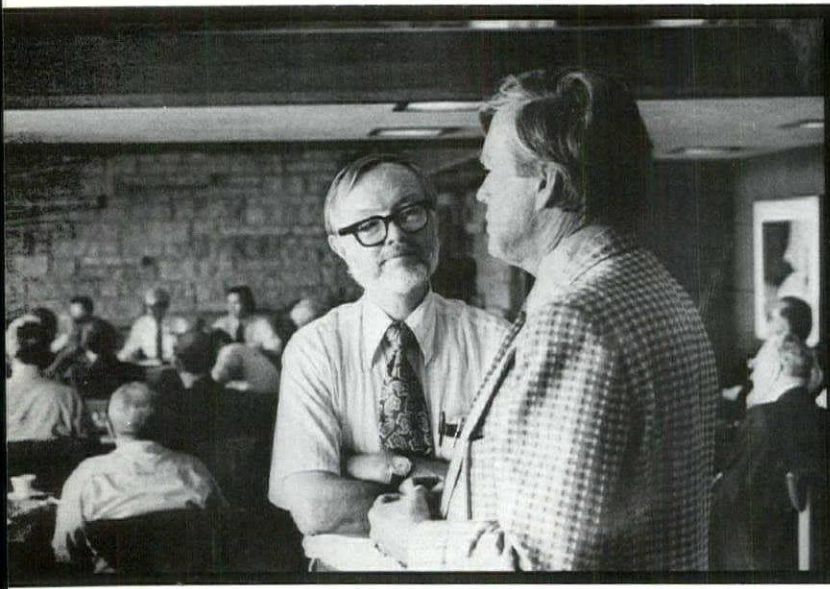




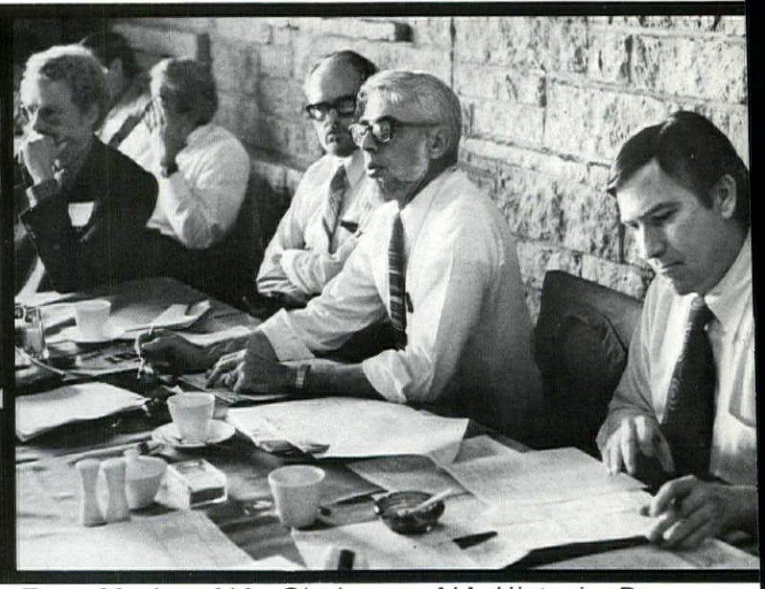
National AIA Historic Resources Committee . . . . . .



. . . . . .Business Sessions at Spring Green, Wisconsin



Gordon D. Orr, AIA, WSA/AIA Preservation Coordinator and Charles C. Montooth, AIA, Wright Foundation.



Tom Muths, AIA, Chairman AIA Historic Resources.

REGIONAL DIRECTOR REPORTS TO INSTITUTE — G.A.D. SCHUETT, AIA

ECONOMIC HEALTH

The economic condition throughout the region is a picture of contrast. Major urban areas seem most depressed. Rural areas range through the entire economic spectrum with some areas better than they have been since the late sixties. A few firms are developing energy conservation programs for industrial, commercial and institutional clients, as a supplement to the work they have at hand. Most firms are about the same as six months ago, with concern that lowering interest rates which normally would be a positive sign will be offset by higher labor and material costs.

AIA HEALTH

The Societies and Chapters in the region are reasonably active. Lack of work in offices has placed a hardship on dues collection for the Chapters, as a result '76 budgets are being very closely scrutinized. Membership has remained relatively stable with new members accounting for losses experienced through Institute terminations.

GOVERNMENTAL PROBLEMS

Minnesota remains strong in its Legislative Program. The House Appropriation Committee has hired a private Architect as committee consultant as a result of recommendation of the Minnesota Society.

Wisconsin is developing a State Legislative Minuteman program in accordance with the Institute guideline. Wisconsin is still experiencing problems with no present statute of limitations and a W.S.A. Committee is working to introduce new legislation on this problem.

STRUCTURE IMPLEMENTATION

North and South Dakota continue work to form a Dakota States Society, however progress is slow. Minnesota Society is continually analyzing their structure and the organization is strong.

Wisconsin has progressed well in accomplishing the Society status and should be complete by January.

SPECIAL INTEREST

The Society magazines in both Minnesota and Wisconsin are making a recovery. The Minnesota publication today ranks among the best in the country. A St. Paul paper recently stated "25% of the Architects in Minnesota are presently underemployed".

REFLECTING ON LAST YEAR'S REPORT:

"In times like these, the membership looks to programs by the Institute, which aid the Chapters and membership. There is a real concern that the Institute serve the membership, rather than further develop a larger bureaucratic organization".

A special 21 gun salute to the Officers of the Institute for immediate response to the concerns of the membership. Programs such as Cost Based Compensation, Man Hour Data Bank, Re-examination of Liability Insurance, the Economic Seminars, the entire Energy Program, as well as the expanded Continuing Education Program have aided the practicing members. The components have gained assistance through Chapter Planning Seminars, the Dues Task Force, the Membership Task Force, State Legislative Workshops, and Component Restructuring.

In conclusion, this has been a difficult year for membership, component and the Institute, however, we have made great strides in accomplishment together.

EXECUTIVE COMMITTEE ACTIONS:

Green Bay was approved as the site of the 1976 Awards Judging. Jurors selected are Dean Anthony Catanese, non-voting chairman of the Committee; Theodore C. Bernardi, FAIA, San Francisco; Stanley Gladych, Chicago and Pat Papadopulos, HUD, Chicago. The Awards Program is being prepared by the Committee, and with final approval by the Executive Committee, will be distributed to the members during December . . . Vice President Dick Blake, announced that the Mini-grassroots program for officers of the Chapters and Society will be held in Green Bay, the day previous to the Awards Judging . . . Wayne Spangler, Secretary/Treasurer has attended a seminar for State AIA Officers and will be conducting part of the Mini-grassroots program, along with Alan Carlson, Executive Director . . . The Executive Committee acted on supporting the proposed Mansion Hill Historic District in Madison. (See article in this issue on Historic Resources) . . . Kenneth Kurtz, AIA, has been appointed Chairman of the Liaison Committee to UWM/SARUP. Rolf Irgens, AIA, has accepted the Chairmanship of the Engineer Liaison Committee . . . Nathaniel Sample, FAIA, Chairman of the Legislative Committee and Alan Carlson, Executive Director reported on their attendance at a Legislative Seminar conducted by National AIA. Their report has been submitted to the Executive Committee and Legislative Committee for use in State Governmental affairs.

BUDGET CUTS AND PRIORITIES:

At the November Executive Committee meeting, the 1976 Budget was approved at $115,500.00. This is only $1,025.00 over the 1975 estimates, and reflects a "hold the line" position with all major administrative, operation and project expenses, either cut or the same as the previous year. The exception is the priority given to the legislative professional services, in an effort to bring about during the next year, a statute of limitations, additional positive legislation, and WSA responding to over 36 current legislative bills effecting the practice of architects. With the latter in mind, the Executive Committee found it necessary to raise Corporate dues $2.50 per unit, and to lay ground work for an all-out membership campaign, so that the AIA represents the total architectural profession in the State. President Richard Shutter, AIA, has volunteered to be Chairman of the membership effort in 1976. He will need the support of all members, as we look to expanding our outreach in the State. The legislative Minute Man program being developed will also benefit by the membership campaign, and in turn benefit all of the profession.

Programs feeling the brunt of the cuts in expenditures were the Wisconsin News Photographers Award Program, which was cut from the budget; the Public Relations budget which includes Architecture Week, was cut drastically; the Convention budget was trimmed, and the necessity for total booths sales was stressed; as well as across the board administrative expenses. Allocations to the Chapters for their operations will be reduced this year. Some Chapters have indicated a desire to seek out ways of funding some of their local activities. Periodic reviews during the year will be made by the Finance Committee headed by John Hipp, newly elected Secretary/Treasurer.

DIRECTORS-AT-LARGE: DIRECTORS TO BE ELECTED:

During December, Corporate members will receive ballots for election of Directors-at-Large. Those nominated are: Lawrence E. Bray and Roy H. Stark, Northeast Wisconsin Chapter, James V. Hirsch and Gerald W. Kortness, Northwest Wisconsin Chapter, John P. Jacoby and Albin Kubala, Southeast Wisconsin Chapter, Jay A. McLean and Noble E. Rose, Southwest Wisconsin Chapter. Three are to be elected for a two-year term on the Executive Committee of WSA/AIA. Information on each candidate will accompany the ballot.

NEW CHAPTER OFFICERS:

Congratulations are in order to the newly elected officers of our four Chapters. Serving in various official capacities for the 1976 year are:

NORTHEAST CHAPTER —
President: Louis H. Fields, AIA
Vice President: Victor J. Halloran, AIA
Secretary-Treasurer: Thomas J. Miron

NORTHWEST CHAPTER —
President: Brian F. Larson, AIA
Vice President: Gary J. Kucko, AIA
Secretary-Treasurer: Edmonds Ozolins, AIA

SOUTHEAST CHAPTER —
President: John H. Simonitsch, AIA
Vice President: Jerome A. Kowalski, AIA
Second Vice President: Richard M. Woods, AIA
Secretary-Treasurer: Larry H. Kassens, AIA

SOUTHWEST CHAPTER —
President: Robert P. Torkelson, AIA
Vice President: John G. Bruni, AIA
Secretary-Treasurer: Ronald T. Gillen

WISCONSIN TO BENEFIT FROM FAVORABLE PROFESSIONAL LIABILITY EXPERIENCE

A combination of better than average claim experience by Wisconsin Architects coupled with the recent large premium increase should see only a nominal increase in next year's premiums. A preliminary guess would be about 13% for policy renewals after March 1, 1976. Other states will experience increases as high as 30%

CNA the AIA endorsed carrier, had until recently, a deteriorating financial statement. This year has seen them return to profitability and they have indicated an interest in continuing their twenty year relationship with the AIA. Only a year ago they were questioning the advisability of keeping the Architects and Engineers Professional Liability Program.

In its November meeting, Jim Plunkett reports that the National AIA Insurance Committee again reviewed alternative carriers. The lead carrier in the Lloyds group has announced that it will restrict future underwriting of A/E insurance. Travelers Insurance Company is going out of the A/E professional liability business on December 31.

Stuyvesant Insurance Company lost its **Best** rating this year. **Best** will not give a company a bad rating and will choose to omit it first. GATX (Imperial Insurance) is a subsidiary of Standard Oil of Indiana, and it is not known if they are active in the Midwest.

Northbrook (Allstate) is probably the most viable alternate to CNA at this time. They are operating on a non-admitted basis in most states which means there is no official comparison of rates, nor is there any recourse through the state insurance commissioner for displeased customers.

They do not seek AIA business as a whole but are soliciting on a fragmented basis. Some firms, upon making claims, have been disappointed in letters from the company listing items not covered — items not mentioned in the policy. It is essential that an endorsement for retroactive coverage be obtained. Determine what their attitude will be on all potential claims of which you have knowledge but have not officially notified anybody.

What about leaving the CNA program for another carrier and then switching back to CNA? In order to be re-eligible for coverage you must be insured with the same company both when an error was committed and when the claim was made. Your coverage will be the smaller of the two. If CNA deems you to be a bad risk, they have the privilege of not selling the retroactive insurance which could leave a hole in your coverage.

CNA has selected Milwaukee as the location of a "Loss Prevention Seminar" to be held in May of 1976. CNA and its underwriter, the Victor O. Schinnerer & Co., have been sponsoring these seminars across the country for the past several years. They will bring in an officer from the underwriter and legal specialists in the field of construction law. The response by Architectural & Engineering firms has been usually high in each city that this presentation has been made.

Wisconsin will have even better representation as Jim Plunkett assumes the Chairmanship of the AIA Benefit Insurance Task Force. He will be happy to share his concerns with you if you will call him at (414) 461-6830.

ETHICS:

From time to time, professionals are faced with ethical decisions brought about by sometimes uninformed persons seeking professional help. A recent situation resulted in a commendation from the WSA/AIA Executive Committee to the firms of Brust-Zimmerman, Durrant, Deininger, Dommer, Kramer and Gordon, Mochon, Schutte, Hackworthy & Juerisson, and Potter, Lawson, Pawlowsky, Inc. At the direction of the Executive Committee, the following letter was sent to the above by the Executive Director:

Although several firms were recently brought under question with regard to the Juneau School District Building Program, the Executive Committee of the Wisconsin Society of Architects directed me to commend your firm in its handling of the matter. The situation was an awkward one but your firm sought out the necessary information to remind you of your ethical obligation to the profession and the building industry (re: Standard of Ethics number 9). Again, the manner in which you handled the situation is exemplary of the high standards adhered to by your firm.

This expression of commendation was the result of a unanimous vote and feeling from your fellow professionals who serve on the Executive Committee and represent the WSA/AIA membership.

ADDITIONAL PLAN DEPOSIT AGREEMENT:

The WSA/AIA Executive Committee has approved, in principal, a non-cash security plan for the procurement and return of plans for members of the Milwaukee Plumbing Contractors Association, the Mechanical Contractors Association of Southeastern Wisconsin and the Mechanical Contractors Association of Wisconsin. This would be similar to the arrangement in effect with the Associated General Contractors of Greater Milwaukee and the Associated Mechanical Contractors, Inc., and recently approved Central Valley Plumbing and Heating Contractors Association. The agreement would guarantee plan deposits by the above respective Associations thus cutting down on bookkeeping for all involved. It is recognized by the Executive Committee that the decision to use the non-cash security plan is the decision of the individual practitioner.

'76 CONVENTION THEME ANNOUNCED

The theme, "From What to Where, 200 ±" has been announced by 1976 Convention Chairman, Henry K. Kanazawa, AIA, for the Bicentennial Year WSA/AIA Convention. Kanazawa and his Committee are looking to an excitinr, educational experience as they attract top speakers from around the country. The emphasis will be on design this year, as we look at such things as historic preservation and adaptive reuse of historical buildings, new trends and profitability in recycling of buildings, plus looking to the future in the areas of design, energy, economy and interiors.

Peter Blake, FAIA, has been announced by Kanazawa as the Keynote Speaker for the Convention. Blake is presently Chairman of the Boston Architectural Center and former editor of Architectural Forum, and Architecture Plus magazines. Other speakers confirmed by the Convention Chairman for seminars are Georgio Cavaglieri, FAIA, and Rudolpho Aguilar, AIA. The former is active in adaptive reuse of historical buildings, and the latter is a practicing architect, engineer, developer and economist. Other speakers are being contacted by the Convention Committee and will be reported as they are confirmed. Watch for other special activities to take place at The Abbey on Lake Geneva, April 7, 8, 9, 1976.

Listed below are the exhibitors already committed to the 1976 Convention. We will be listing the exhibitors who you can expect to see at the Convention each month, as they contract for booth space. Check on those suppliers who call upon you and are not listed below, as to their attendance at the 1976 Convention. We expect to have all booths sold, but need your help in reminding suppliers to sign up early for their booth.

AMERICAN INSTITUTE OF STEEL CONSTRUCTION, INC.
ARCHITECTURAL WOODWORKING INSTITUTE,
WISCONSIN CHAPTER
BETHLEHEM STEEL CORPORATION
CORNELL CORPORATION
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P.P.G. INDUSTRIES, INC.
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SHEBOYGAN GLASS COMPANY
SPANCRETE INDUSTRIES, INC.
SUPER SKY PRODUCTS, INC.
TAYLOR ELECTRIC COMPANY
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AUTOMATIC FIRE PROTECTION SYSTEMS OF WISCONSIN
TRIANGLE COMPONENTS
VER HALEN, INC.
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WAUKESHA BLOCK COMPANY, INC.
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AIA'S MARSHALL ADDRESSES PRODUCERS' COUNCIL

Architects still call the shots on the selection of building materials and products, says William Marshall Jr., FAIA, President of The American Institute of Architects.

Speaking at the national conference of Producers' Council, Inc., an association of manufacturers of building materials and products, Marshall addressed what he described as "something of a fad:" the thought that "architects are no longer the primary decision makers when it comes to selecting the materials and products that go into a building".

AIA, he said "doesn't believe one word of it".

No matter what other changes have taken place in the construction industry — shortages of money, materials, labor; new techniques and new consultants; the greater involvement of building owners in the building process — the sequence of events has remained the same, Marshall said. "The architect-designer makes his decisions about materials and equipment as he works out his design, usually in the early stages of the design. The information about materials and products and the way they are to be put together is passed on to the specification writers; the specifications are written, the job is bid or negotiated, and contracts are awarded.

"It is at this point," Marshall said "that many producers feel the process breaks down. It is at this point that someone — the owner, the construction manager, the contractor — starts making substitutions . . . But whatever the reason for the substitution, and whoever makes or proposes it, it is ultimately the architects who must approve it, in most cases. I know of no one in the entire picture who is nearly as interested as the architect in preserving the quality and design integrity of the products used."

Architects are concerned about their place on the building team, Marshall said. "Maintaining that position is our problem, our responsibility. We are not ducking that responsibility. Nor are we trying to diminish the importance of any other members of the building team. What we are trying to do is to get better at what we have to do — to know more about the relationship between what we build and the natural environment, to iearn more about designing buildings that use less energy, to design buildings that can be built economically and efficiently, to know more about materials and products — what they can do, what they cannot do, how much they cost, whether they are available."

One problem that affects the entire construction industry, he pointed out, is the lack of a comprehensive, unified system of product information. "If there is to be any unified product information system," he said "it is going to require the support of the product manufacturers and the support of the architects. It's a little like a see-saw; if one of us gives up ththe other one falls."

And, said Marshall, there is "no substitute for cooperation" in the construction industry. "It is all too easy to get so wrapped up in our own individual tasks and problems within the construction industry that we lose sight of one overall objective — the building of a man-made environment in harmony with nature and truly responsive to man's real needs and aspirations, and one that is responsible in its use of our earth's finite resources. It is a great challenge. It will require the best of all of us. But if we give our best as part of a coordinated, collective effort we will meet the challenge and — for the first time — create an understandable identity for a construction industry that will become a strong participant in the decision-making processes of our country."

RECENT MEMBERSHIP ACTIONS

The following membership actions were taken by the Executive Committee at their November 13, 1975 meeting:

ANTHONY F. BALESTRIERI was approved for Corporate membership in the Southeast Section;

MICHAEL D. GORDON was approved for Student Associate membership in the Southeast Section;

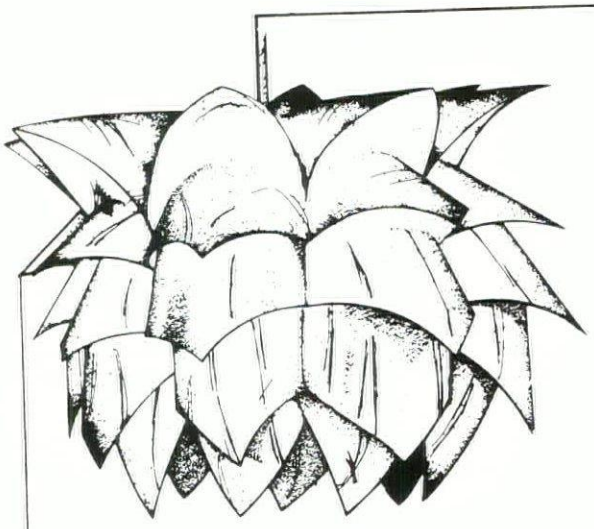
JAY A. MCLEAN was approved for advancement to Corporate membership in the Western Section;

DONALD J. MOSES was approved for Student Associate membership in the Southeast Section.

The advancement of LARRY H. KASSENS to Corporate membership was approved earlier this year but not previously reported to the membership.

WSA/AIA ACTIVITIES AND CONTINUING EDUCATION OPPORTUNITIES

DATE	EVENT	LOCATION
December 15-16	UW Extension: Structural Adhesive Bonding	Wisconsin Center Madison
December 25	MERRY CHRISTMAS	
January 1	HAPPY NEW YEAR	
January 5-16	UW Extension: Housing & Building Inspection	Madison Campus
January 5-16	UW Extension: Building Construction Institute	Wisconsin Center Madison
Janaury 8	WSA/AIA Executive Committee Meeting	Madison Campus
January 8-9	UW Extension: Construction Management Applications	Madison Campus
January 12-16	UW Extension: Value Engineering for Construction	Madison Campus
January 14	UW Extension: Construction Insurance & Bonding	Society Office
January 15	Final Date for WSA '76 Awards Program entry blank submission	Madison Campus
January 19-23	UW Extension: Solar Energy Thermal Processes	
January 19-23	UW Extension: Operational Amplifier and Transducers: Hands-On Circuit Design	Madison Campus
January 22, 23, 24	AIA Grassroots Central	Minneapolis/St. Paul
February 2-6	UW Extension: Air Conditioning Design - Equipment Components	Madison Campus
February 9-14	UW Extension: A Systematic Approach to Building Material Evaluation & Selection	Madison Campus
February 9	Final Date for Receipt of all Portfolio Entries in '76 Awards Program	Society Office
February 10-11	UW Extension: Construction Excavations	Madison Campus
February 11	WSA Mini Grassroots	Ramada Inn Green Bay, WI
February 12	WSA/AIA Executive Committee Meeting	Oneida Country Club Green Bay, WI



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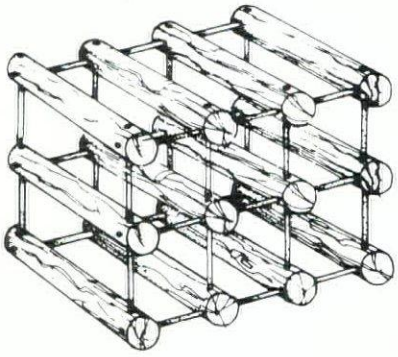

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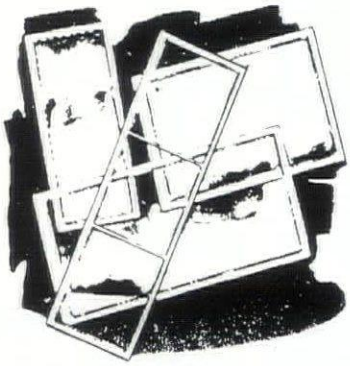

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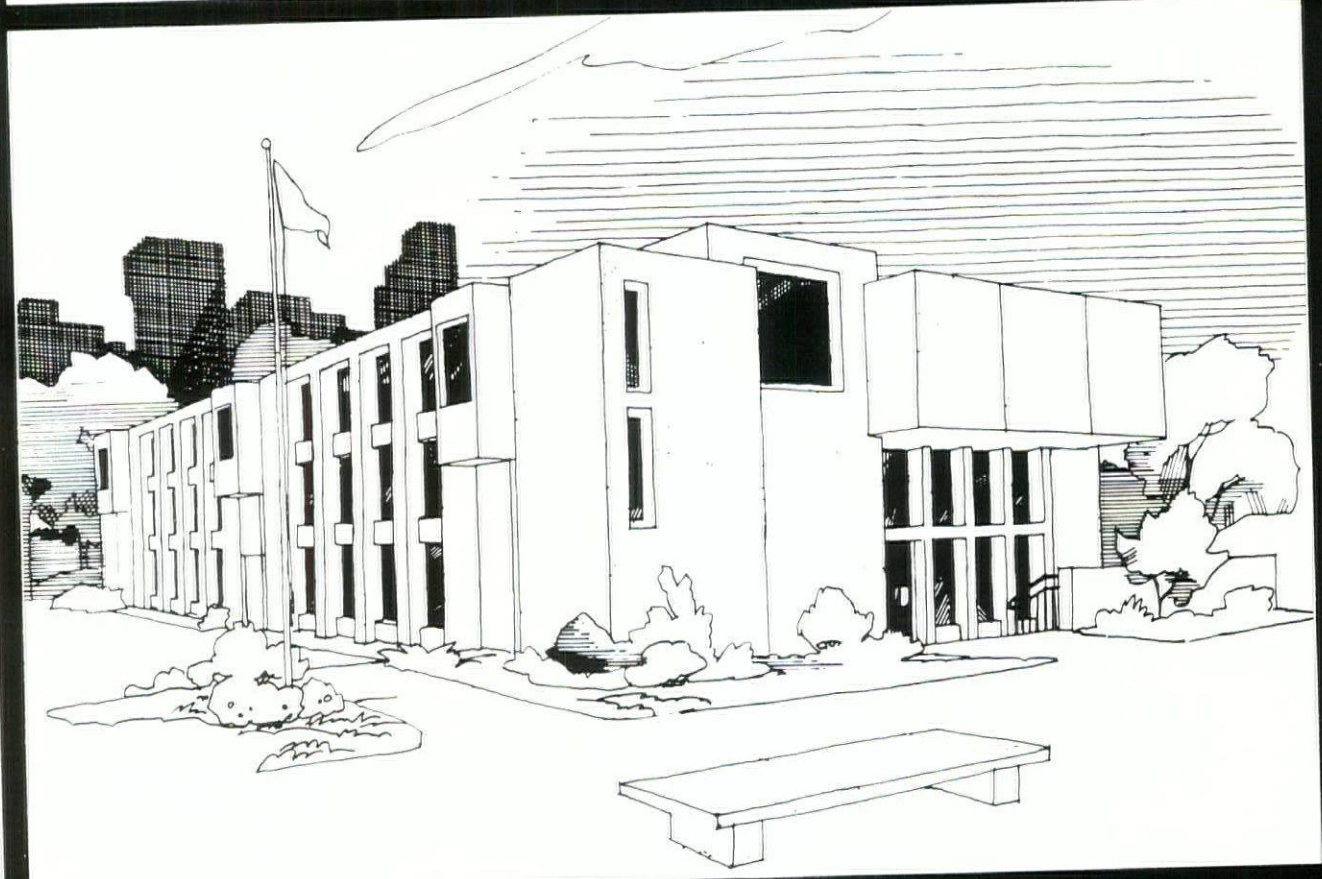

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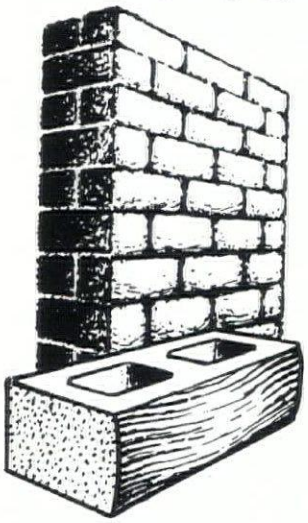

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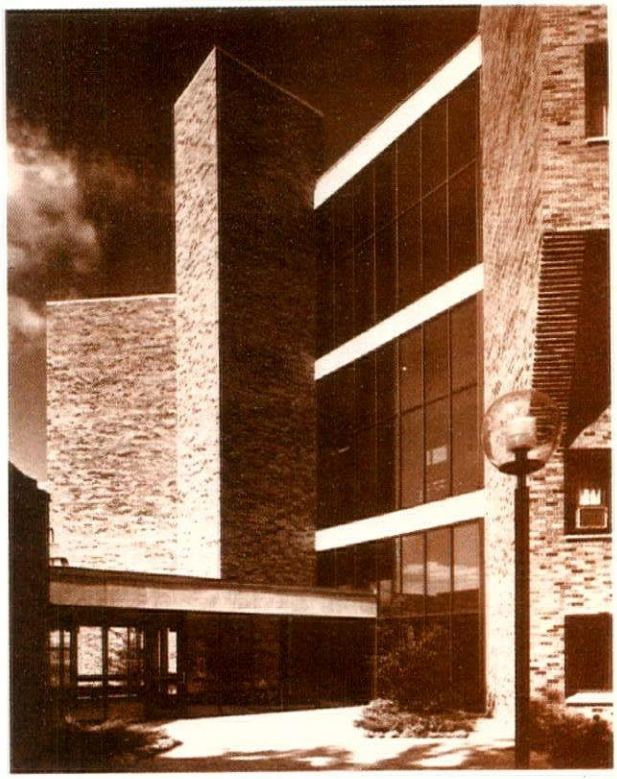

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